**DETAILED ACTION**

This action is responsive to communications: RCEX filed 21 Jul 2009.

Claims 1, 3-11, 13 and 16-32 are pending in this case. Claims 1, 8, 11, 13, 16, 25 and 32 are independent claims.

## Applicant's Response

In Applicant's response dated 21 Jul 2009, Applicant amended Claims 1, 8, 11 and 13; cancelled claims 14 and 15; added new claims 16-32; argued against all objections and rejection previously set forth in previous Office Action.

### *Examiner's Amendment*

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Jessica Costa on 29 Jul. 2009.

*In the claims:*

1. (Currently Amended) A computer-implemented method comprising

receiving, by one or more processors, a user request to initiate a product design session using a selected template, the selected template assembled using a first set of a plurality of component elements, wherein each of the plurality of component elements are [[each]] associated with a unique component element identifier, the first set of the plurality of component elements including at least a layout component element specifying at least a size and a positioning of all containers in the respective layout component element, and at least one of a design component element, an image component element, a text group component element, a font scheme component element, and/or a color scheme component element;

in response to the user request, associating, by one or more processors, a product description identifier with the ~~plurality of~~ unique component element identifiers of the first set of ~~template~~ the plurality of component elements required to assemble the selected template[[,]] ;

displaying, by one or more processors, the selected template to the user[[,]] ;

providing, by one or more processors, one or more tools allowing the user to change at least one component element of the displayed template with a different component element associated with a different component element identifier[[,]] ;

in response to each user change of [[a]] the at least one component element of the displayed template, associating, by one or more processors, the different component element identifier of the different component element with the product description identifier and ~~modifying~~ updating the displayed template to reflect the change[[,]] ;

using, by one or more processors, at least ~~some~~ one or more of the component clement identifiers associated with the product description identifier as component element identifiers of a different template assembled using a second set of a plurality of component elements, the second set of the plurality of component elements comprising at least one different component element than the first selected template, and

displaying, by one or more processors, the different template to the user.

3. (Currently Amended) The method of claim 1 wherein the different template is a template for a different side of the ~~same~~ product design currently being designed by the user.

8. (Currently Amended) A computer-implemented method comprising

receiving, by one or more processors, a user request to initiate a product design session using a selected template, the selected template assembled using a first set of a plurality of component elements, wherein each of the plurality of component elements are [[each]] associated with a unique component element identifier, the first set of the plurality of component elements including at least a layout component element specifying at least a size and a positioning of all containers in the respective layout component element, and at least one of a design component element, an image component element, a text group component element, a font scheme component element, and/or a color scheme component element;

in response to the user request, associating a product description identifier with the ~~plurality of~~ unique component element identifiers of the first set of ~~template~~ the plurality of component elements required to assemble the selected template[[,]] ;

displaying, by one or more processors, the selected template to the user[[,]] ;

displaying, by one or more processors, to the user identifiers associated with one or more earlier products associated with the user, and

in response to user selection of one of the earlier product identifiers, associating at least one of the unique component element identifiers of the selected earlier product with the product description identifier and ~~modifying~~ updating the displayed template to reflect the change.

11. (Currently Amended) A computer program product embodied on a computer readable medium, the computer program product comprising computer code adapted to

receive a user request to initiate a product design session using a selected template, the selected template assembled using a first set of a plurality of component elements, wherein each of the plurality of component elements are [[each]] associated with a unique component element identifier, the first set of the plurality of component elements including at least a layout component element specifying at least a size and a positioning of all containers in the respective layout component element, and at least one of a design component element, an image component element, a text group component element, a font scheme component element, and/or a color scheme component element;

in response to the user request, associate a product description identifier with a the ~~plurality of~~ unique component element identifiers of the first set of ~~template~~ the plurality of component elements required to assemble the selected template[[,]] ;

display the selected template to the user[[,]] ;

provide one or more tools allowing the user to change at least one component element of the displayed template with a different component element associated with a different component element identifier[[,]] ;

in response to each user change of [[a]] the at least one component element of the displayed template, associate the component element identifier of the different component element with the product description identifier and ~~modifying~~ updating the displayed template to reflect the change,

use at least ~~some~~ one or more of the component element identifiers associated with the product description identifier as component element identifiers of a different template assembled using a second set of a plurality of component elements, the second set of the plurality of component elements comprising at least one different component element than the first selected template, and

displaying the different template to the user.

13. (Currently Amended) A computer program product embodied on a computer readable medium, the computer program product comprising computer code adapted to

receive a user request to initiate a product design session using a selected template, the selected template assembled using a first set of a plurality of component elements, wherein each of the plurality of component elements are [[each]] associated

with a unique component element identifier, the first set of the plurality of component elements including at least a layout component element specifying at least a size and a positioning of all containers in the respective layout component element, and at least one of a design component element, an image component element, a text group component element, a font scheme component element, and/or a color scheme component element;

in response to the user request, associate a product description identifier with a the ~~plurality of~~ unique component element identifiers of the first set of ~~template~~ the plurality of component elements required to assemble the selected template[[,]] ;

display the selected template to the user[[,]] ;

display to the user identifiers associated with one or more earlier products associated with the user, and

in response to user selection of one of the earlier product identifiers, associate at least one of the unique component element identifiers of the selected earlier product with the product description identifier and ~~modifying~~ updating the displayed template to reflect the change.

Claims 16-32 (cancelled)

All remaining claims remain as presented by applicant on 21 Jul. 2009.

***Reasons for Allowance***

Claims 1, 3-11, 13 are allowed.

The following is an examiner's statement of reasons for allowance: The closest prior art of record, namely Friedman et al. (Pub. No.: US 2003/0208556 A1) and Fuwa et al. (Pub. No.: US 2005/0102151 A1), fail to teach or reasonably suggest the combination of limitations of the claimed invention. For example, Friedman and Fuwa fail to teach or reasonably suggest associating, by one or more processors, a product description identifier with the plurality of component element identifiers of the first set of template component elements required to assemble the selected template.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to JAMES J. DEBROW whose telephone number is (571)272-5768. The examiner can normally be reached on 8:00-5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Doug Hutton can be reached on 571-272-4137. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

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ART UNIT 2176

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